



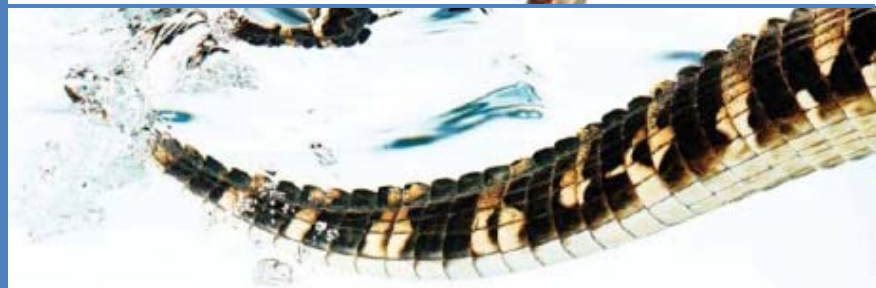
Louisiana Seafood Promotion & Marketing Board

Strategic Plan Overview
July 28, 2011

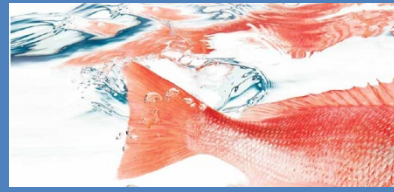


STRATEGIC PLAN 2011-2013

1. Mission of the LSPMB
2. Issues Facing Louisiana Seafood Industry
3. BP Funding
4. LSPMB Campaign & Team
5. Board and Task Force Workshops
6. Strategic Plan



Mission of the LSPMB



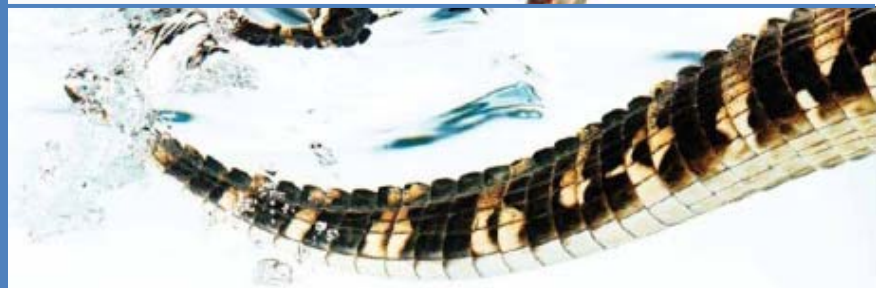
STATUTORY PURPOSE OF THE LSPMB

According to LA-R.S.56:578.1.....

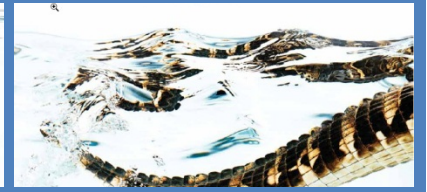
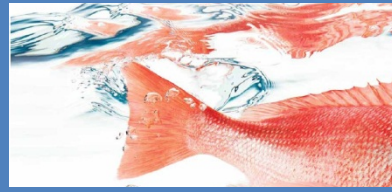
- to enhance the public image of commercial fishery products, thereby promoting the consumption of the these products and...
- to assist the seafood industry...in market development so as to better utilize existing markets and
- to aid in the establishment of new marketing channels.

Attention to the promotion and marketing of non-traditional and underutilized species of seafood would be inherent in the purpose of the council....

The LSPMB exists to aid the commercial fishing community in product promotion and marketing development to maximize the economic viability of the industry.



Issues Facing Louisiana Seafood Industry



ISSUES FACING LOUISIANA SEAFOOD INDUSTRY

PRIMARY ISSUES

•Perception

- Consumer perceptions are still tarnished by oil spill and freshwater diversions

•Pricing

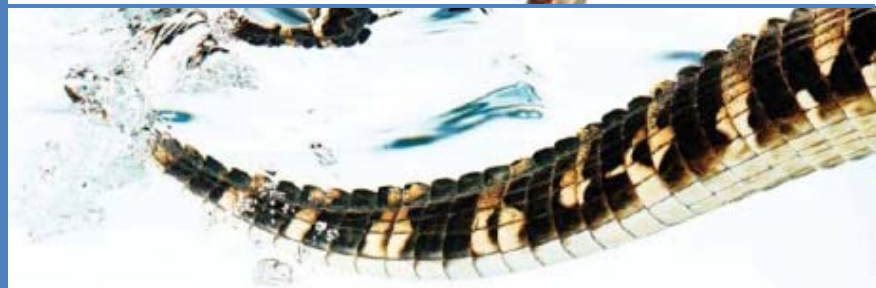
- Dockside prices have not kept up with production costs and foreign/farm competition

•Loss of Sales

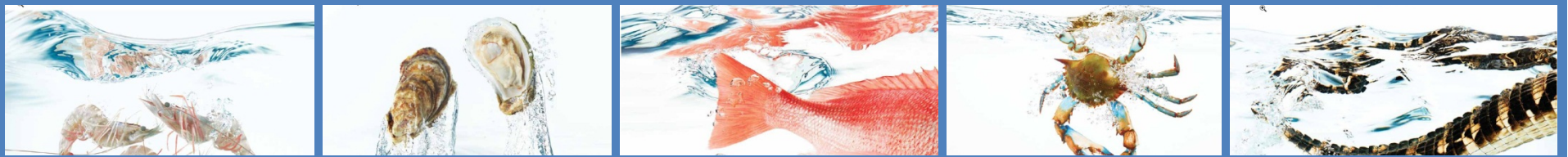
- Louisiana seafood's market share has decreased

•Viability of Louisiana Seafood Industry

- The industry is facing critical economic challenges



BP Funding



BP FUNDING: PURPOSE ACCORDING TO THE MOU

The Seafood Marketing Program...

- “
 - is intended to address seafood markets and supporting market industries that may have been negatively affected by the Oil Spill.”
 - “will be developed and implemented in a manner that raises consumer awareness of the Testing Program and its results.”

MEMORANDUM OF UNDERSTANDING BETWEEN BP EXPLORATION & PRODUCTION INC., THE LOUISIANA DEPARTMENT OF WILDLIFE AND FISHERIES AND THE OFFICE OF THE LIEUTENANT GOVERNOR OF THE STATE OF LOUISIANA

WHEREAS, on or about April 20, 2010, the mobile offshore drilling unit Deepwater Horizon experienced an explosion, fire and subsequent sinking in the Gulf of Mexico resulting in a release of oil into the Gulf of Mexico and response actions (“the Oil Spill”);

WHEREAS, the Louisiana Department of Wildlife and Fisheries (“LDWF”) is charged with management of a portion of the state’s renewable natural resources including wildlife and aquatic life;

WHEREAS, the Lieutenant Governor of the State of Louisiana (“the Office of the Lieutenant Governor”), as Commissioner of the Louisiana Department of Culture, Recreation and Tourism, is charged with preserving, showcasing and marketing Louisiana’s rich cultural heritage to those within and outside of Louisiana;

WHEREAS, BP Exploration & Production Inc. (“BP”), the LDWF and The Office of the Lieutenant Governor (collectively, “the Parties”) recognize the importance of the seafood and tourism industries to Louisiana (the “State”);

WHEREAS, on May 24, 2010, the U.S. Commerce Secretary declared a Fisheries Failure pursuant to section 312a of the Magnuson-Stevens Act, and the Louisiana Wildlife and Fisheries Department also closed fisheries in State waters due to the Oil Spill;

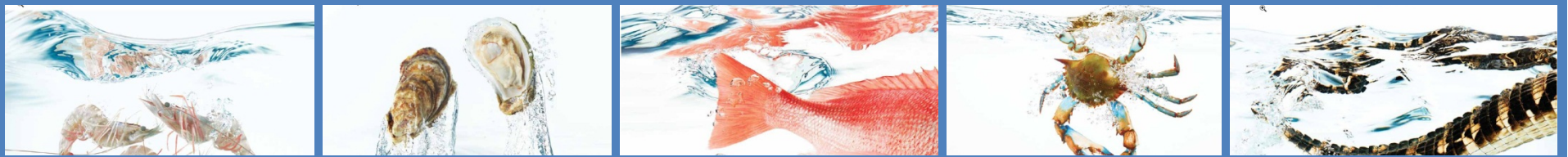
WHEREAS, a portion of the commercial fisheries in the continental United States are harvested in waters offshore of Louisiana;

WHEREAS, Louisiana’s unique coastal wetlands and estuary provide significant habitat for marine species in the Gulf of Mexico;

WHEREAS, the Parties recognize the importance to the seafood industry of assuring the general public that Louisiana and Gulf seafood is safe;

WHEREAS, the Parties support the testing of Louisiana and Gulf seafood and the communication of those results to provide appropriate assurance to the public;

WHEREAS, as of the date of this Memorandum of Understanding (“MOU”), the vast majority of Louisiana’s fisheries are open to commercial and recreational harvesting;



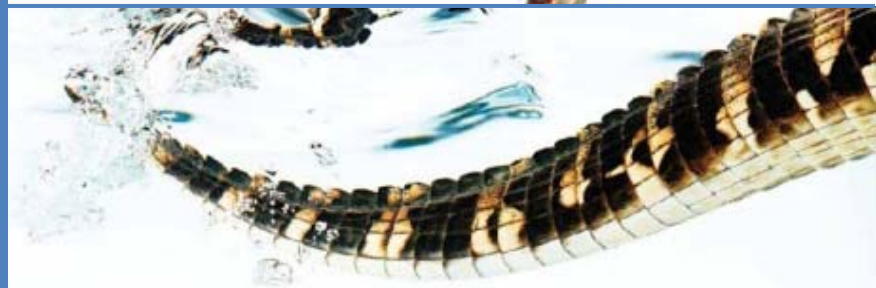
BP FUNDING: OPPORTUNITY

\$30 million over three years

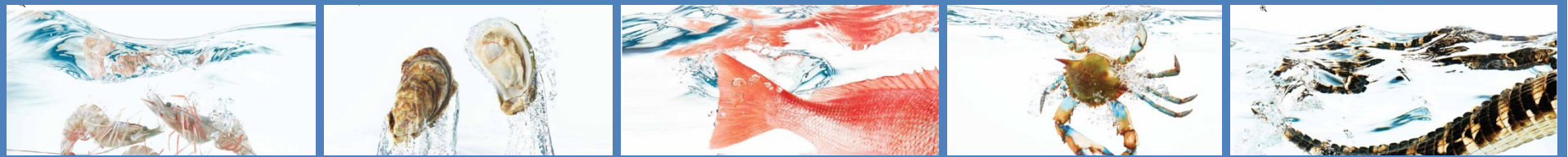
Primary Objectives:

- Enhance the Brand
- Restore the Market
- Strengthen the Industry





LSPMB Campaign & Team

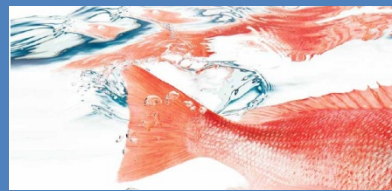


LSPMB CAMPAIGN: PURPOSE ACCORDING TO THE RFP

“to develop and execute a strategy to help regain those lost markets and counter negative public perception.”

[T]he objective....In a nut shell:
“we want to increase demand for our seafood and we want to increase its value.”

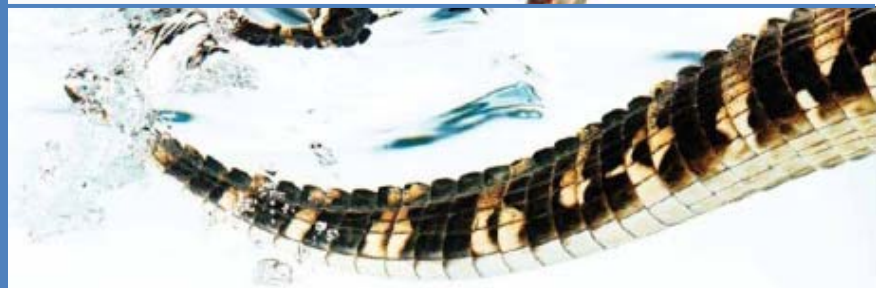




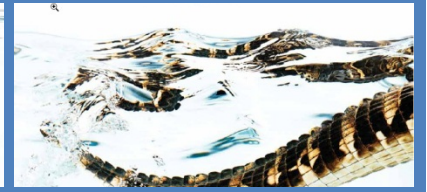
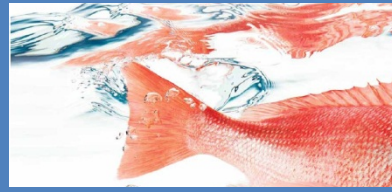
LSPMB CAMPAIGN: TEAM

- **LSMPB**
 - Board: Policy and Direction
 - Staff: Execution
- **GCR & Associates, Inc.**
 - Management
 - Research
- **Graham Group**
 - Branding
- **The Food Group**
 - Distribution



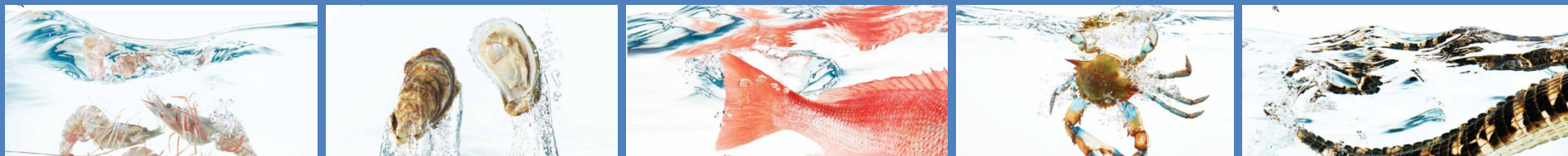


Board and Task Force Workshops



BOARD AND INDUSTRY INPUT

- **Board Workshop- June 1st**
 - Highlighted need for improved Board practices, transparency, accountability, and industry standards
- **Task Force Workshop- June 22nd**
 - Focused on need to improve economics of the industry
- **Surveys and Interviews to Identify Problems and Opportunities**
 - Board, Task Force, and staff interviews and surveys further defined issues and goals

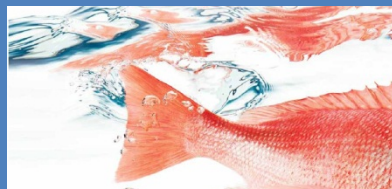


RESULTS OF TASK FORCE SURVEY

Effectiveness of Previous Marketing Activities

- | |
|---|
| - Seafood Fitness Challenge |
| - Culinary Advertising |
| - Educational materials for fresh seafood counter staff |
| - Chef Ambassadors |
| Social Networking to reach consumers and foodies (Facebook/Twitter) |
| Billboards |
| Food Blogger Tours to experience Louisiana seafood firsthand and write about it online |
| Seafood trade advertising (i.e. Seafood Source/Seafood Business) |
| Louisiana Seafood Cook-Offs |
| + Public Relations events (e.g. serving Po boy on Capital steps to legislators) |
| + Building relationships with corporate seafood buyers (i.e. Sysco, Restaurant Chains, Purveyors) |
| + Seafood and Food tradeshow |
| + Seafood Industry Educational Tours (e.g. bringing legislators on boats and through processing plants to discuss industry needs) |

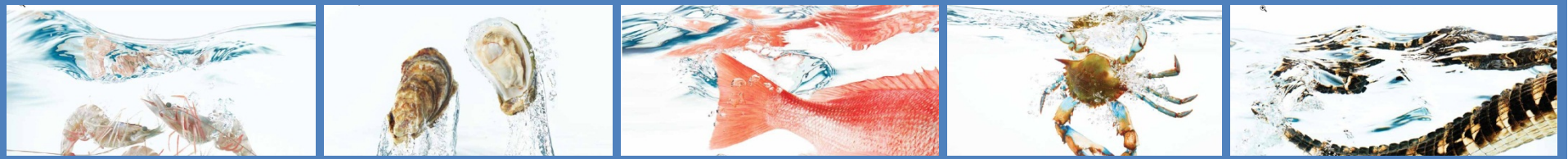




SURVEY RESULTS: PRIORITIES FOR THE CAMPAIGN

Priorities for the Campaign

OBJECTIVE	RANK	SCORE
Rebuild lost market share in the aftermath of the BP oil spill by changing Louisiana seafood perceptions and returning buying behavior to pre-spill conditions	1	17
Raise awareness of Louisiana seafood products with key audiences, stakeholders, and the public at large	2	18
Increase the value of our seafood products	3	19
Develop advertising and communications strategy	4	20
Create a master brand strategy to develop an innovative and effective marketing communications campaign	5	24
Create metrics to measure the effectiveness of meeting objectives	6	28



THE LSPMB STRATEGIC PLAN

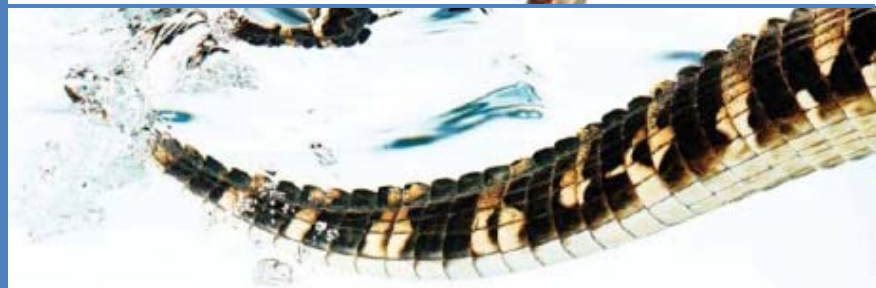
Framework for Strategic Plan as established by the Board from June 1st workshop

- Improve Board Practices: Board
- Improve Market for Louisiana Seafood Products: Team and Board
- Expand Board Presence in Louisiana: Team and Board

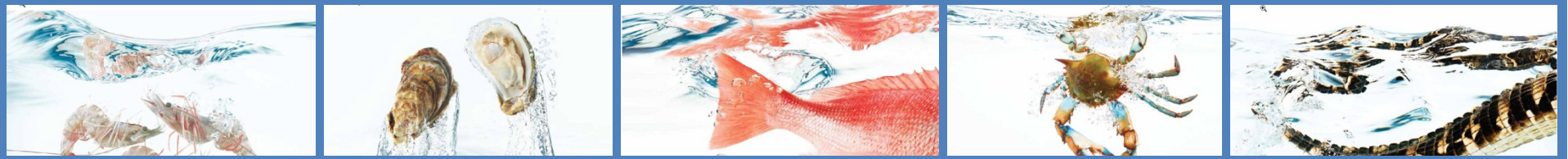


PRIMARY POINTS – TASK FORCE

- **Critical issues articulated at June 22nd Task Force workshop**
 - Perception
 - Pricing of Product
 - Economics of Industry



Strategic Plan



STRATEGIC PLAN

The LSPMB Strategic Plan is intended to:

1. Improve Board Practices
2. Expand Research Initiatives
3. Improve Marketing Efforts
4. Increase Pricing
5. Enhance the Economics of the Industry



1 – IMPROVE BOARD PRACTICES- GCR

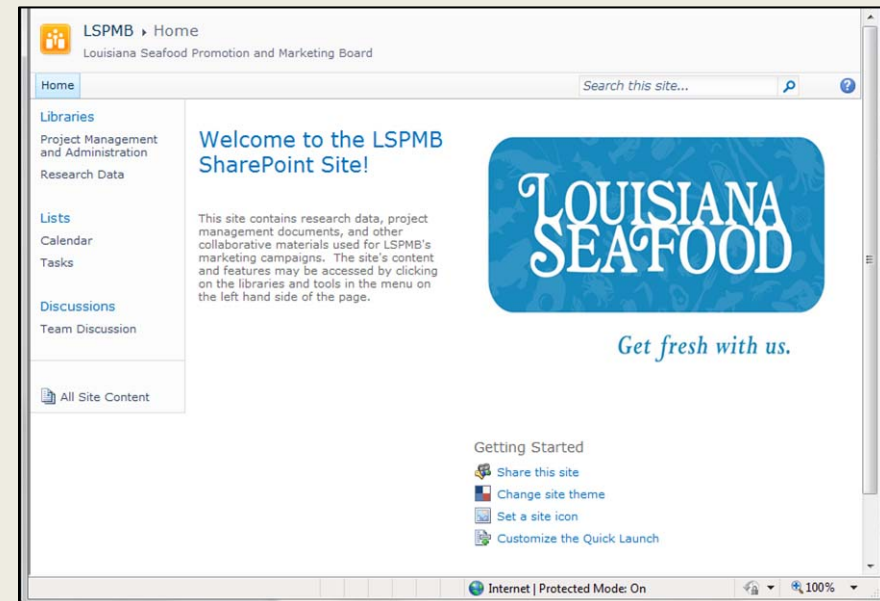
- **Formulate Strategic Plan**
 - Work with Board and Task Force heads to formulate plan moving forward
- **Commit to Transparency**
 - Improve access to relevant information to ensure transparent process and informed dialogue
- **Maintain Accountability**
 - Board will implement strict financial management and reporting practices to ensure credibility in the \$30m marketing campaign



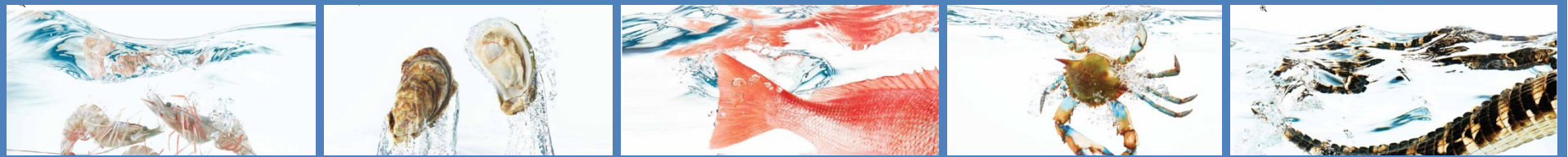
1 – IMPROVE BOARD PRACTICES- GCR

A SharePoint site for key information will bring transparency to LSPMB activities:

- Libraries
- Lists
- Discussions



SharePoint site will have various access levels of information available to its stakeholder user groups.



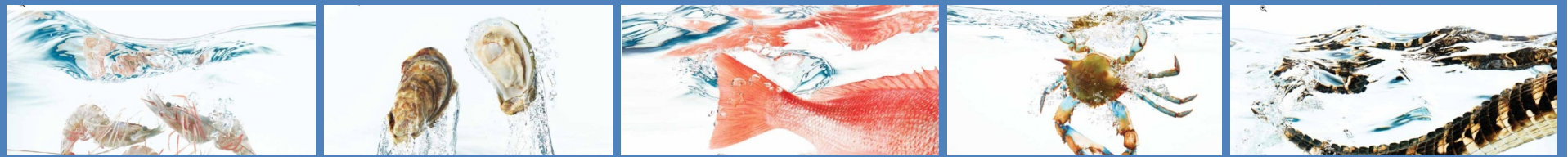
1 – IMPROVE BOARD PRACTICES- GCR

An Invoicing Portal will improve accountability:

- Invoice Portal
 - GCR & Subs
 - Direct Ad buys
 - Other Services
- Finance Committee

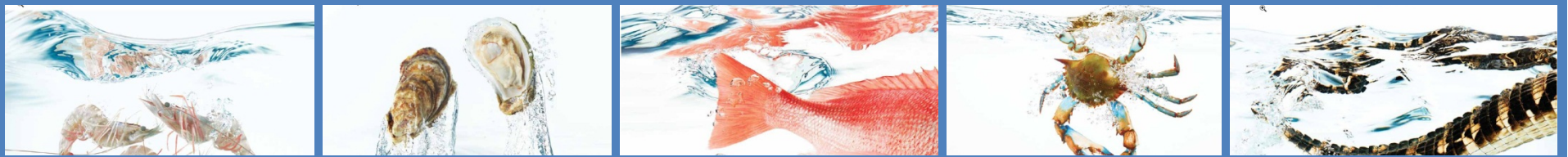


Invoicing Portal can include LDWF and Foundation staff access.



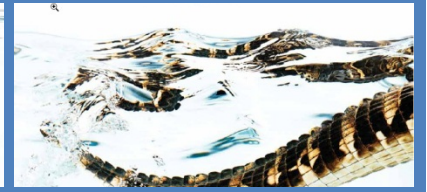
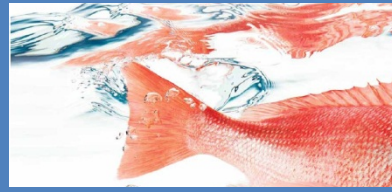
2 - EXPAND RESEARCH INITIATIVES- GCR

- Governmental and institutional initiatives and publications
 - NMFS, LDW&F, U.S. Census, Consumer Price Index
- Consumptive Population perceptions
 - Wes Harrison Surveys Phases 1, 2 & 3
 - Lost market share has not been regained, evidencing potential permanent loss if not proactively addressed
 - 3rd Phase to be coordinated with Team's efforts
- Market segmentation
 - Understanding geographies and target audiences of current and potential markets- local, national, international



2 - EXPAND RESEARCH INITIATIVES- GCR

- Louisiana industry specific research
 - Trip Ticket data - partnership with LADW&F
 - Task Force and stakeholder input- June 1st and June 22nd Workshops
 - Field interviews with fishermen, processors, distributors, and retailers
- Economic support
 - Policies
 - Subsidies and support
 - Capital availability



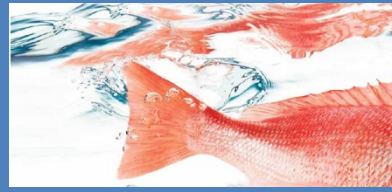
3 – IMPROVE MARKETING EFFORTS- GRAHAM GROUP

- Address the Perception Issue
- Educate the Public on the Benefits of Seafood
- Improve the Brand
- Create a Premium or Distinct classification
- Increase the presence of LSPMB throughout Louisiana
- Establish metrics for evaluating investments



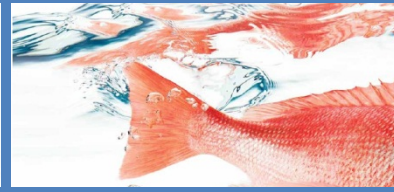
4 – INCREASE PRICING- THE FOOD GROUP

- **Increase the demand for Louisiana seafood**
- **Promote increased pricing for premium classification**
- **Create more value added products**
- **Improve industry practices (efficiency)**
- **Develop relationships with corporate buyers**
 - Foodservice-“Own the Foodservice Channel”
 - Retail



5 - ENHANCE THE ECONOMICS OF THE INDUSTRY- GCR

- **Developing policy to support the industry**
- **Product pricing support**
 - Stabilization
 - Subsidy
- **Availability of capital**
- **Long term funding sources for LSPMB**



JULY 21, 2011 BOARD MEETING– STRATEGIC PLAN OVERVIEW

Approved by Board on July 21, 2011